

# **VITA THOMAS C. O'GUINN**

## **CONTACT**

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## **DEGREES**

B.S., Communication 1976, University of Texas at Austin  
M.A., Communication 1980, University of Texas at Austin  
Ph.D., Communication, 1982, University of Texas at Austin

## **POSITIONS HELD**

2010-present: Professor, Department of Marketing, School of Business, University of Wisconsin - Madison.

2006-2010: Professor, Department of Marketing and Executive Director, Center for Brand and Product Management, School of Business, University of Wisconsin - Madison.

1999-2000, Visiting Professor, Fuqua School of Business, Duke University.

1995-2006, Research Professor, Institute of Communications Research, Professor, Department of Advertising, Department of Business Administration, Department of Sociology, University of Illinois - Urbana-Champaign.

1987-1995, Associate Professor, Department of Advertising, Department of Business Administration, University of Illinois, Urbana-Champaign.

1989, Visiting Associate Professor, Department of Marketing, Anderson Graduate School of Management, University of California at Los Angeles.

1982-1987, Assistant Professor, Department of Advertising, University of Illinois -Urbana-Champaign.

## HONORS

**Twenty Most Cited Articles in Economics and Business**, "Brand Community" Muñiz, Albert M., Jr. and Thomas C. O'Guinn, *Journal of Consumer Research*, 27:4 (March), 2001, 412-431., Thomson Scientific Impact, Awarded March 2007.

**Two Papers in Top Ten Most Downloaded *Journal of Consumer Research* articles for 2009.**

**Top Five Cited JCR Articles**, "Brand Community" Muñiz, Albert M., Jr. and Thomas C. O'Guinn, *Journal of Consumer Research*, 27:4 (March), 2001, 412-431., Thomson Scientific Impact' University of Chicago Press, August, 2007.

**Keynote Speaker** at Marketing Science Conference devoted to Brand Community, Boston, December, 2007.

**Editorial, *Journal of Consumer Research***, June 2007. My work with Albert Muniz (my former student) was used as an example By JCR editor, John Deighton (HBS) of transformative and high impact research.

**Winner**, "*Best Contribution to Journal of Consumer Research, 2001*," Muniz, Albert M., Jr. and Thomas C. O'Guinn, "Brand Community," *Journal of Consumer Research*, 27:4, awarded, 2004.

**Honoree**, *Center for Advanced Study*, University of Illinois at Urbana-Champaign, campus-wide recognition for award winning research, April 27, 2005.

**Finalist**, "*Best Contribution to Journal of Consumer Research*," Shrum, L.J., Robert S. Wyer, Jr., and Thomas C. O'Guinn, "The Effects of Television Consumption on Social Perceptions: The Use of Priming Procedures to Investigate Psychological Processes," *Journal of Consumer Research*, 24 (March), 447-458, 1998, awarded 2001.

**Two papers selected for *Essentials of Marketing***: Leigh McAlister, Ruth Bolton, Ross Rizley (Eds.), Marketing Science Institute, 2006. (O'Guinn and Shrum *JCR*, 1997; Muniz and O'Guinn, 2001)

**Runner Up**, *Best Teacher*, Weekend MBA Program, Fuqua School of Management, Duke University, 2001.

**Co-Winner**, "Best Contribution to *Journal of Consumer Research*, 1997", O'Guinn, Thomas C. and L.J. Shrum," The Role of Television in the Construction of Consumer Reality," *Journal of Consumer Research*, March, 1997, awarded 2000.

**Honorable Mention** *Ferber Award*-dissertation advisor, 1998, for Shrum, L.J.,

Robert S. Wyer, Jr., and Thomas C. O'Guinn, "The Effects of Television Consumption on Social Perceptions: The Use of Priming Procedures to Investigate Psychological Processes," *Journal of Consumer Research*, 24 (March), 447-458, 1998, awarded 1999.

**Finalist**, "Best Contribution to *Journal of Consumer Research*, 1987-1989," O'Guinn, Thomas C. and Ronald J. Faber, "Compulsive Buying: A Phenomenological Exploration," *Journal of Consumer Research*, 16:2 (Sept.), 1989, awarded 1990.

**Keynote Speaker at Marketing Science Conference devoted to Brand Community, Boston, December, 2007.**

**ACR Doctoral Consortium Faculty and Chair, Culture Track Orlando, Florida, 2006.**

**ACR Doctoral Consortium Faculty, Portland, Oregon, 2004**

**AMA Doctoral Consortium Faculty**, University of Minnesota, 2003.

**ACR Doctoral Consortium Faculty**, Austin, Texas, 2001

**AMA Doctoral Consortium Faculty**, University of Miami, 2001.

**AMA Doctoral Consortium Faculty**, University of Cincinnati, 1997.

**AMA Doctoral Consortium Faculty**, University of Colorado, 1996.

**AMA Doctoral Consortium Faculty**, Wharton Business School, University of Pennsylvania, 1995.

**List of Instructors Rated Excellent by Their Students (Teaching Award)**  
(numerous and consistent appearances, University of Illinois teaching recognition, both graduate and undergraduate).

## **PUBLICATIONS**

### **Articles and Chapters**

#### **Published**

Paulson, Erika L and Thomas C. O'Guinn, Working Class Cast: Images of the Working Class in Advertising 1950-2010, *The Annals of the American Academy of Political and Social Science*, in press, 2012

G. Douglas Olsen, John W. Pracejus and Thomas C. O'Guinn, "Print Advertising: White Space," Special Issue on Creativity in Advertising, *Journal of Business Research*, in press, 2012.

<http://www.sciencedirect.com/science/article/pii/S0148296311000087>

O'Guinn, Thomas C. and Albert Muniz, Jr. (2009), "Social Brand Relationships," in Joseph Priester, Deborah MacInnis, and C.W. Park (eds.), *Handbook of Brand Relations*, N.Y. Society for Consumer Psychology and M.E. Sharp, 173-194.

O'Guinn, Thomas C. and Albert Muniz, Jr. (2009), "The Social Brand: Towards a Sociological Model of Brands," in Loken, Barbara, Rohini Ahluwalia and Michael J. Houston (eds.), *Brands and Brand Management: Contemporary Research Perspectives*, New York: Taylor and Francis, 133-159.

O'Guinn, Thomas C., "Advertising, Consumption and Social Forces," in *Handbook of Advertising*, Gerald Tellis and Tim Ambler (ed.). Sage: 2007.

Ronald J. Faber and Thomas C. O'Guinn, "Compulsive Consumption: Progress and Perspective," *Handbook of Consumer Psychology*, Curtis P. Haugtvedt, Paul Herr, and Frank Kardes (eds.), Mahwah, New Jersey: Lawrence Erlbaum Associates, 2007, 1039-1056.

Pracejus, John W., G. Douglas Olsen and Thomas C. O'Guinn, "How Nothing Became Something: White Space, Rhetoric, History and Meaning," *Journal of Consumer Research*, (33;1) June, 2006, 82-90., Order of authorship was arbitrary.

Muñiz, Albert M. Jr., Thomas C. O'Guinn and Gary Alan Fine, "Rumor in Brand Community," in *Advances in Theory and Methodology in Social and Organizational Psychology: A Tribute to Ralph Rosnow*, Mahwah, NJ: Lawrence Erlbaum Associates, 2006.

O'Guinn, Thomas C. and Albert M. Muniz, Jr., "Communal Consumption and the Brand" in *Inside Consumption: Frontiers of Research on Consumer Motives, Goals, and Desires*, David Glen Mick and S. Ratneshwar. (eds.) New York: Routledge, 2005, 252-272.

Muñiz, Albert M., Jr. and Thomas C. O'Guinn, "Marketing Communications in a World of Consumption and Brand Communities," in Allan J. Kimmel (ed.), *Marketing Communication: New Approaches, Technologies, and Styles*, London: Oxford University Press 2005, 63-85.

O'Guinn, Thomas C. and Albert M. Muniz, Jr. "The Sociological Essentials of Brand Communities," in Klaus Brandmeyer, Alexander Deichel, and Christian Prill (ed.), *Jahrbuch Markentechnik*, (Marketing Yearbook), Geneva, 2003, 307-328.

Muñiz, Albert M., Jr. and Thomas C. O'Guinn, "Brand Community," *Journal of Consumer Research*, 27:4 (March), 2001, 412-431. (Awarded Best of JCR 2001)

O'Guinn, Thomas C., "Advertising Effects," in Michael Schudson (volume editor), "Applications," in Neil Smelser and Paul Bates (eds.), *International Encyclopedia of the Social and Behavioral Sciences*, Elsevier Science, 2001.183-188.

O'Guinn, Thomas C., "Ads, Brains and Social Text: Comment on Amber et al.", *Business Strategy Review*, Vol. 11, Issue 3 (Autumn 2000). 28-29.

Shrum, L.J., Robert S. Wyer, Jr., and Thomas C. O'Guinn, "The Effects of Television Consumption on Social Perceptions: The Use of Priming Procedures to Investigate Psychological Processes," *Journal of Consumer Research*, 24 (March), 447-458, 1998. (Ferber Award Honorable Mention and Finalist, Best of JCR 1998).

Shrum, L. J. & Thomas C. O'Guinn, "The Role of Television in the Construction of Consumer Reality," in *New Developments and Approaches in Consumer Behaviour Research*, Ingo Balderjahn, Claudia Mennicken, & Eric Vernet (eds.), London: Macmillan, 1998, 53-68.

Winer, Russell S., John Deighton, Sunil Gupta, Eric J. Johnson, Barbara Mellers, Vicki G. Morowitz, Thomas C. O'Guinn, Arvind Rangaswamy, and Alan G. Sawyer "Choice in Computer-Mediated Environments," *Marketing Letters*, 8;3 (July), 287-296, 1997.

O'Guinn, Thomas C. and L.J. Shrum, "The Role of Television in the Construction of Consumer Reality," *Journal of Consumer Research*, March, 1997, 278-294, (co-winner, Best of JCR, 1997).

O'Guinn, Thomas C. "The Romantic Arbiter: A Comment on Holbrook," in Russell W. Belk, Nikhilesh Dholakia and Alladi Venkatesh (eds.). *Consumption and Marketing: Macro Dimensions*, Cincinnati: South-Western, 1995, 83-86.

Shrum, L.J. and Thomas C. O'Guinn, "Processes and Effects in the Construction of Social Reality: Accessibility as an Explanatory Variable," *Communications Research*, July, 1993. 436-471.

Faber, Ronald J. and Thomas C. O'Guinn, "A Clinical Screener for Compulsive Buying," *Journal of Consumer Research*, 19:3 (Dec.) 1992. 459-469.

O'Guinn, Thomas C. and Ronald J. Faber, "Mass Communication and Consumer Behavior," chapter in Harold H. Kassarian and Thomas S. Robertson (eds.), *Handbook of Consumer Behavior Theory*, Englewood Cliffs, N.J., Prentice Hall, 1991, 349-400.

O'Guinn, Thomas C. "Touching Greatness: The Central Midwest Barry Manilow Fan Club," in Russell W. Belk (ed.), *Highways and Buyways: Naturalistic Research from the Consumer Behavior Odyssey*, 1991, Provo, UT: The Association for Consumer Research, 102-111.

O'Guinn, Thomas C. and Ronald J. Faber, "Compulsive Buying: A Phenomenological Exploration," *Journal of Consumer Research*, 16:2 (Sept.), 1989. (Finalist Best of JCR). 147-157.

O'Guinn, Thomas C. and Russell W. Belk, "Heaven on Earth: Consumption at

Heritage Village, USA," *Journal of Consumer Research*, 16:2, 1989.

O'Guinn, Thomas C. and William D. Wells, "Subjective Discretionary Income," *Marketing Research*, 1:1, (March) 1989, 32-41.

Faber, Ronald J. and Thomas C. O'Guinn, "Compulsive Consumption and Credit Abuse," *Journal of Consumer Policy*, 11 (Spring), 1988. 97-109.

Faber, Ronald J. and Thomas C. O'Guinn, "Expanding the View of Consumer Socialization: A Non-Utilitarian Mass Mediated Perspective on Consumer Socialization," *Research in Consumer Behavior*, v. 3, Elizabeth Hirschman and Jagdish Sheth (eds.), 1988, 49-77.

Faber, Ronald J., Thomas C. O'Guinn, and Andrew P. Hardy, "Art Films in the Suburbs: A Comparison of Popular and Art Audiences," *Current Research in Film: Audiences, Economics and Law*, Vol. IV, Bruce A. Austin (ed.), Norwood N.J.: Ablex, 1988, 45-53.

O'Guinn, Thomas C., Giovanna Imperia and Elizabeth MacAdams, "Acculturation and Family Decision Making Input Among Mexican-American Wives," *Journal of Cross-Cultural Psychology*, 18:3, 1987. 78-92.

Faber, Ronald J., Thomas O'Guinn, and John A. McCarty, "Ethnicity, Acculturation and Product Attribute Importance," *Psychology and Marketing*, 4:2, 1987, 121-234.

Ronald J. Faber, Thomas C. O'Guinn, and Timothy P. Meyer, "Televised Portrayals of Hispanics: A Comparison of Ethnic Perceptions," *International Journal of Intercultural Relations*, 11, 1987, 155-169.

O'Guinn, Thomas C., Ronald J. Faber and Giovanna Imperia, "Subcultural Influences on Family Decision Making," *Psychology and Marketing*, Special Cross-Cultural Issue, 3:10, 1986, 305-317.

O'Guinn, Thomas C. and Ronald J. Faber, "Advertising and Subculture: The Role of Ethnicity and Acculturation in Market Segmentation," *Current Issues and Research in Advertising*, 1986, 133-147.

Faber, Ronald J., Thomas C. O'Guinn and Timothy P. Meyer, "Diversity in the Ethnic Media Audience: A Study of Spanish Language Broadcast Preference in the United States," *International Journal of Intercultural Relations*, 10, 1986. 347-359.

O'Guinn, Thomas C., Ronald J. Faber and Timothy P. Meyer, "Ethnic Segmentation and Spanish Language Television," *Journal of Advertising*, 14:3, 1985, 63-66.

O'Guinn, Thomas C. and Timothy P. Meyer, "Segmenting the Hispanic Market: The Use of Spanish Language Radio," *Journal of Advertising Research*, 23:6, 1983. 9-16.

Faber, Ronald J. and Thomas C. O'Guinn, "Effects of Media Advertising and Other Sources on Movie Selection Decisions," *Journalism Quarterly*, 61:2, 1983.

### **Under Review**

Thomas C. O'Guinn, Ahreum Maeng, and Robin J. Tanner, "Social Context as Price Information: Social Density, Status Inferences, and Object Valuations," *Journal of Consumer Research*

### **In Revision:**

Paulson, Erika L and Thomas C. O'Guinn, "Constructing the Commercial Classes," *Journal of Consumer Research*, Revise and Resubmit, 1/15/2011

Pracejus, John W., Thomas C. O'Guinn and Doug Olson (2012), "When White Space Is More than Burning Money: Economic Signaling Meets Visual Commercial Rhetoric," *International Journal of Research in Marketing*, new data collected.

### **Reprinted Work**

Muniz, Albert M., Jr. and Thomas C. O'Guinn, (2001) "Brand Community," reprinted in *Consumer Behaviour*, Margaret Hogg (ed.), London: Sage, 2005.

O'Guinn, Thomas C. and L.J. Shrum, (1997) "The Role of Television in the Construction of Consumer Reality," reprinted in *Consumer Behaviour*, Margaret Hogg (ed.), London: Sage, 2005.

O'Guinn, Thomas C. "Touching Greatness," (1991) reprinted in Juliet Schor and Douglas Holt (eds.), *The Consumer Society Reader*, New York: The New Press, 2000.

### **Published Proceedings, Working Papers and Other Writing**

Pracejus, John, Thomas O'Guinn, Douglas Olsen (2010), "When White Space is More than Burning Money: Economic Signaling Meets Visual Commercial Rhetoric," in *Advances in Consumer Research* Volume 38, eds. Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer, Duluth, MN : Association for Consumer Research.

Maeng, Ah-reum and Thomas C. O'Guinn, Product Placement Effects over Time: The Effects of Brand and Design Attributes in a Dynamic On-Line Choice Task" (Working paper), ACR Annual Conference, Pittsburgh, PA (2009)

O'Guinn, Thomas (2009), "With Populism's Rise, Prada's Fall, "Smart Brands Will Again Resolve Tensions Brought on by Social Disruption, *Advertising Age*, March 16, 2009

O'Guinn, Thomas C., "Foreword," in T. Mehta, *The Academics' Little Helper: A Writing Guide*, Clovelly, Australia: Tanvi Mehta Writing and Editing Services, xii-xiii, 2006.

O'Guinn, Thomas C. and Albert M. Muñoz, Jr., "The Polit-Brand and Blows Against the Empire: The Collectively Approved Brands of the New-New Left," in Barbara Kahn and Mary Frances Luce (eds.), *Advances in Consumer Research*, (v. 31), Provo, UT: Association for Consumer Research 100, 2004.

O'Guinn, Thomas C., "Hail, Hail Materialism", in Barbara Kahn and Mary Frances Luce (eds.), *Advances in Consumer Research*, (v. 31), Provo, UT: Association for Consumer Research, 236, 2004.

O'Guinn, Thomas C., "Community, Ideology, and Societal Marketing," in Marketing, Corporate Social Initiatives, and the Bottom Line, Lerzan Aksoy and Kiersten Elliot (eds.), Cambridge, Mass.: *Marketing Science Institute, Report No. 01-106*, 7-8, 2001.

Muniz, Albert M. Jr. and Thomas C. O'Guinn, "Brand Community and the Sociology of Brands," in Kim P. Corfman and John G. Lynch, Jr. (eds.), *Advances in Consumer Research*, (v. 23), Provo, UT: Association for Consumer Research, 265, 1996.

Shrum, L. J. & Thomas C. O'Guinn, "The Influence of Advertising on Incidence Estimates of Advertiser-Addressed Problems: Advertising and Social Reality Effects," in *Proceedings of the 1992 Conference of the American Academy of Advertising*, ed. L. N. Reid, Athens, GA: American Academy of Advertising,, 179-180, 1992.

O'Guinn, Thomas C., L. J. Shrum and Richard J. Semenik, "Gender and the Mass Mediated Material World," in J. A. Costa (ed.), *Gender and Consumer Behavior*, Provo, UT: Association for Consumer Research, 367-377, 1991.

Shrum, L.J., Thomas C. O'Guinn, Richard J. Semenik and Ronald J. Faber, "Process and Effects in the Construction of Normative Consumer Beliefs: The Role of Television," in Rebecca H. Holman and Michael R. Solomon (eds.), *Advances in Consumer Research*, v. 18, Provo, UT: Association for Consumer Research, 755-763, 1991.

O'Guinn, Thomas C. and L.J. Shrum, "Mass-Mediated Social Reality: The Social Cognition and Ecology of Economic Norms," in the *Proceedings of Society for the Advancement of Socio-Economics*, International Association for Research in Economic Psychology, Stockholm, Sweden, 1991.



O'Guinn, Thomas C. and L. J. Shrum (1990), "The Psychology of Normative Economic Beliefs: Mass-Mediated Processes and Effects in Consumer Socialization," in *Applied Economic Psychology in the 1990's*, S. Lea, P. Webly, and B. Young (eds.), Exeter, England: Washington Singer Press, 1990, 716-730.

O'Guinn, Thomas C., Ronald J. Faber, Nadine J. J. Curias and Kay Schmitt, "The Cultivation of Consumer Norms," *Advances in Consumer Research*, V. 16, Thomas K. Srull (ed.), Provo: Association for Consumer Research, 1989, 779-785.

O'Guinn, Thomas C., "Heroes, Villains, Wildcats, and Marketing Science," *Advances in Consumer Research*, V. 16, Thomas K. Srull (ed.), Provo: Association for Consumer Research, 1989. 426-428.

Faber, Ronald J. and Thomas C. O'Guinn, "Classifying Compulsive Consumers: Advances in the Development of a Diagnostic Tool," *Advances in Consumer Research*, V. 16, Thomas K. Srull (ed.), Provo: Association for Consumer Research, 1989, 738-744.

Faber, Ronald J. and Thomas C. O'Guinn, "Dysfunctional Consumer Socialization: A Search for the Roots of Compulsive Buying," in P. Vanden Abeele (ed.), *Psychology in Micro and Macro Economics*, v. 1. Leuven, Belgium: International Association for Research in Economic Psychology, 1988.

Faber, Ronald J. and Thomas C. O'Guinn, "Compulsive Consumption and Credit Abuse," *Proceedings of the International Association for Research in Economic Psychology*, Arhus, Denmark 1987.

McCarty, John A. And Thomas C. O'Guinn, "Methodological Considerations in the Cross-Cultural Study of Values," in Robert Pitts, Jagdish Sheth and Humberto Valencia (eds.), *Proceedings of the Conference on Cross-Cultural and Cross-Subcultural Influences on Buyer Behavior*, Chicago: American Marketing Association, 1987.

O'Guinn, Thomas C. and Ronald J. Faber, "Mass-Mediated Consumer Socialization: Non-Utilitarian and Dysfunctional Outcomes," in P. Anderson and M. Wallendorf (eds.), *Advances in Consumer Research*, V. 14, Provo: Association for Consumer Research, 1987. 473-477.

Faber, Ronald J., Thomas C. O'Guinn and Raymond Krych, "Compulsive Consumption," in P. Anderson and M. Wallendorf (eds.), *Advances in Consumer Research*, V. 14 , Provo: Association for Consumer Research, 1987. 132-135.

Wells, William D., Thomas C. O'Guinn and Martin I. Horn, "The Micawber Connection: Subjective Discretionary Income," in Richard J. Lutz (ed.), *Advances in Consumer Research*, V. 13, Provo: Association for Consumer Research, 1986. 349-353.

O'Guinn, Thomas C., Wei-Na Lee and Ronald J. Faber, "Acculturation: The Impact of Divergent Paths on Buyer Behavior," in Richard J. Lutz (ed.), *Advances in Consumer Research*, V. 13, Provo: Association for Consumer Research, 1986. 579-584.

O'Guinn, Thomas C., Ronald J. Faber and Marshall Rice, "Popular Film and Television as Consumer Acculturation Agents: America 1900 to Present," in Jagdish N. Sheth and Chin Tiong Tan (eds.), *Historical Perspective in Consumer Research: National and International Perspectives*, Washington, D.C.: Association for Consumer Research and The National University of Singapore, 1985, 297-301.

Lancaster, Kent M. and Thomas C. O'Guinn, "Developing an Advertising Research Center," in Nancy Stephens (ed.), *Proceedings of the American Academy of Advertising*, 1985, NR152-156.

Faber, Ronald J. and Thomas C. O'Guinn, "Selling Media Software: The Importance of Trial Situations," in Nancy Stephens (ed.), *Proceedings of the American Academy of Advertising*, 1985, NR225-229.

O'Guinn, Thomas C. and Ronald J. Faber, "New Perspectives on Acculturation: The Relationship of General and Role Specific Acculturation with Hispanics' Consumer Attitudes," in Elizabeth C. Hirschman and Morris B. Holbrook (eds.), *Advances in Consumer Research*, V. 12. Provo: Association for Consumer Research, 1984.

Imperia, Giovanna, Thomas C. O'Guinn and Elizabeth A. MacAdams, "Family Decision Making Role Perceptions Among Mexican-American and Anglo Wives: A Cross Cultural Comparison," in Elizabeth C. Hirschman and Morris B. Holbrook (eds.), *Advances in Consumer Research*, V. 12. Provo: Association for Consumer Research, 1984. 71-74.

O'Guinn, Thomas C. and Giovanna Imperia, "The Involvement of Mexican-American Wives in Family Purchasing Decisions: Implications for Advertisers and Marketers," in *Proceedings of the American Academy of Advertising*, 1984, 20-23.

O'Guinn, Thomas C., Ronald J. Faber and Timothy P. Meyer, "Personal Influence and New Movie Selection," *Proceedings of the Southern Marketing Association Annual Convention*, 1983.

O'Guinn, Thomas C. and Timothy P. Meyer, "Media Characteristics of the Spanish Language Radio Audience," *Proceedings of the American Academy of Advertising*, 1983. 13-16.

### **Book Reviews/Commentaries:**

Muniz, Albert M. and Thomas C. O'Guinn (2008), "Commentary on Brand Research" *Approaches to Brand Management*, London: Routledge.

O'Guinn, Thomas C., "The Power of Advertising: Exploring its Impact on Brand Switching, Market Growth," *Review of Advertising & Markets: A Collection of Seminal Papers*, J.C. Luik and M.J. Waterson, Oxford: NTC Publications, in *Commercial Speech Digest*, Spring, Washington, D.C., 12-13, 1997.

## **Delivered Papers, Invited Lectures**

O'Guinn, Thomas C. "Branded Reality: The Construction of Commercial Social Reality," invited lecture, Rudd Center For Food Policy and Obesity, *Yale University*, New Have, Connecticut, Feb, 8, 2012.

O'Guinn, Thomas C. (2011), "The Social Brand: Disruption and Brand Creation" invited seminar, *Yale Consumer Insights Conference*, New Haven, May 10, 2011.

O'Guinn, Thomas C. and Erika Paulson (2011), "Constructing the Commercial Classes: Stratification, Representation and Social Tableau," invited seminar, *Communication, Consumers, and Citizens: Revisiting the Politics of Consumption*," March 2, 2011, University of Wisconsin-Madison.

O'Guinn, Thomas C. (2010), "Designing Brands," *Product Design and Manufacturer's Association*, Anaheim, California, February, 2010

Ahreum Maeng and Thomas O'Guinn (2009), "Dimensions of Consumer Social Responsibility", competitive paper, *Society of Consumer Psychology*, San Diego, CA.

Ahreum Maeng, David Schweidel, and Thomas O'Guinn (2009), "Product Placement Effects over Time: The Effects of Brand and Design Attributes in a Dynamic On-Line Choice Task", competitive paper, *ACR Annual Conference*, Pittsburgh, PA

O'Guinn, Thomas C. (2008), "More than Burning Money: Economic Theory Meets Visual Rhetoric," invited seminar, *Fuqua School of Business, Duke University*, April, 2008.

O'Guinn, Thomas C. (2007), "With a Brand at Its Center: Why Brand Community Was, Is, and Will Forever Be Resonant," presented December 7, 2007 at the *Marketing Science Institute Conference: Engaging Communities for the Company and the Brand*. \*Keynote address.

O'Guinn, Thomas C., (2007) "Consumer Freedom: Populism, Elitism, and Two Flavors of Arrogance, (2007) Plenary Session: This epistemic panel at the 2007 North American Conference of the *Association for Consumer Research*. October 23, 2007, Memphis.

O'Guinn, Thomas C. (2007), "Brand Community Research: New Initiatives"

Discussant's Comments, October 23, 1997, *Association for Consumer Research Annual North American Conference*, Memphis.

O'Guinn, Thomas C., "The Clean Look of Modern Living, Advertising, Minimalism, and Consumer Revolution," invited paper, *Ideology and Advertising in the Economic and Social Research Council Seminar Series, University of Warwick*, United Kingdom, September 21, 2005.

O'Guinn, Thomas C., "Nothing Is Something: White Space, Visual Rhetoric and Rescuing Advertising," invited seminar, *Harvard Business School*, 2005.

O'Guinn, Thomas C. "(Brand) Community Support for the (Brand) Orchestra" *Marketing Science Institute* Conference on Brand Orchestration, Orlando, Florida, December 4, 2003.

O'Guinn, Thomas C. "Remarks on the Development of Innovations within the Firm," invited talk, *Marketing Science Institute* Conference on New Products and Market Innovations, Chicago: May 1, 2003.

O'Guinn, Thomas C. "The Shifting Balance: Brand Communities and Consumer Empowerment," invited presentation to *Marketing Technology Center, Stockholm*, Sweden, September 2002.

O'Guinn, Thomas C. "Ads, Brands and Things: the messy struggle for meaning and identity, Conference on Elusive Consumption, *Center for Consumer Science, Gothenburg, Sweden*, June, 2002.

O'Guinn, Thomas C. "Ads, Brands and Community," invited presentation, *Advertising Research Foundation and Marketing Science Institute*, New York, April, 2002.

O'Guinn, Thomas C. "The Pain and Pleasure of Doing Macro-Oriented Research in a Micro-Dominated Field," *Association for Consumer Research Doctoral Consortium*, Austin, Texas: October, 2001.

O'Guinn, Thomas C., "The Qualitative Study of Advertising," invited talk, *American Marketing Doctoral Consortium*, University of Miami, June 2001.

O'Guinn, Thomas C., "Community, Ideology, and Social Marketing," invited talk, presented at *Marketing Science Institute* Conference on Marketing, Corporate Social Initiatives and the Bottom Line, University of North Carolina, Chapel Hill, North Carolina, March 15, 2001.

O'Guinn, Thomas C., "Brand Community," invited seminar, *University of Chicago*, May, 2000.

O'Guinn, Thomas C. "The VCR: The Diffusion of a Family Product and Technological Innovation," invited public lecture, *Dublin City University, Dublin*,

*Ireland, December 14, 1999.*

O'Guinn, Thomas C., Brand Community, invited seminar, *Duke University*, October 1999.

O'Guinn, Thomas C. "Brand Community," Grand Tour Lecture delivered at *London Business School, Exeter, MIST, University of Edinburgh, Queens College, Northern Ireland, and Dublin City University*, March, 1999.

O'Guinn, Thomas C., "The Persistence of Community: Brands in a Sociological Context," *Columbia University 1998 Marketing Camp*, Arden House, New York, June, 1998.

O'Guinn, Thomas C., "Brand Community," invited talk, *Marketing Science Institute*, Chicago, December 1997.

O'Guinn, Thomas C., "The Sociology of Electronic Commerce," American Marketing Association, invited talk, *AMA Doctoral Consortium*, Cincinnati, OH. August 1997.

Shrum, L. J. & Thomas C. O'Guinn (1997), "Television and the Construction of Consumer Reality: Processes and Effects," paper presented at the annual conference of the *International Communication Association*, Montreal, May 1997.

Shrum, L. J., Robert S. Wyer, & Thomas C. O'Guinn, "The Use of Priming Procedures to Determine Whether Television Program Viewing Influences Social Beliefs," paper presented at the annual conference of the *Society for Consumer Psychology*, Hilton Head, SC. February 1996.

Shrum, L. J. & Thomas C. O'Guinn, "The Role of Television Programming in the Construction of Consumer Reality: Social Beliefs About the Material World," paper presented at the French-German Workshop, New Developments and Approaches in Consumer Behavior Research, *Potsdam, Germany*, September, 1996.

O'Guinn, Thomas C. "Communication Theory and the Internet," American Marketing Association, invited talk, *Doctoral Consortium, Wharton School*, Philadelphia, PA. August, 1995.

Muñiz, Albert M., Jr. and Thomas C. O'Guinn, "Community and the Sociology of Brands," *Association for Consumer Research*, Minneapolis, 1995.

O'Guinn, Thomas C., L. J. Shrum & Albert Muniz, "Understanding the Social Reality of Consumption: A Three Level/Three Method Approach," paper presented at the *American Marketing Association Winter Educator's Conference*, Newport Beach, CA, February 1993.

O'Guinn, Thomas C., Timothy P. Meyer and Mary E. McNeil, "The Home VCR: Family Consumer Behavior after Purchase," *Association for Consumer Research*,

Nashville, October 1993.

O'Guinn, Thomas C. "The Western Film as American Commodity," *Association for Consumer Research*, Nashville, October 1993.

Shrum, L. J. & Thomas C. O'Guinn, "The Influence of Advertising on Incidence Estimates of Advertiser-Addressed Problems: Advertising and Social Reality Effects," paper presented at the annual conference of the *American Academy of Advertising*, San Antonio, TX, March 1992.

O'Guinn, Thomas C. & L. J. Shrum, "Mass-Mediated Social Reality: The Social Cognition and Ecology of Economic Norms," paper presented at the annual conference of the *International Association for Research in Economic Psychology*, Stockholm, Sweden, July 1991.

O'Guinn, Thomas C., L. J. Shrum & Richard J. Semenik, "Gender and the Mass-Mediated Material World," paper presented at the *Gender and Consumer Behavior* conference, Salt Lake City, Utah, June 1991.

O'Guinn, Thomas C. & L. J. Shrum, "The Mass-Mediated Construction of Family Consumption Life," paper presented at the *Conference on Family/Household Behavior Consumption and Production Perspectives*, Irvine, California, March 1991.

Faber, Ronald J. and Thomas C. O'Guinn, "A Biopsycosocial Model of the Causation of Compulsive Buying," *Association for Consumer Research*, Chicago, October, 1991.

O'Guinn, Thomas C. and L.J. Shrum, "Mass-mediated Consumption Reality: Social Cognition and Social Ecology," at the *Household Consumer Behavior Conference*, Irvine, California, May, 1991.

Faber, Ronald J. and Thomas C. O'Guinn, "Compulsive Buying: The Role of Personality Variables," *International Association for Research in Economic Psychology*, Stockholm, Sweden, June 1991.

Shrum, L. J., Thomas C. O'Guinn & Richard J. Semenik, "Social Reality, Advertising and Television Usage," workshop conducted at the conference of the *Decision Sciences Institute*, San Diego, California, November 1990.

O'Guinn, Thomas C. and Ronald J. Faber, "Factors Related to Intense Affect in Compulsive Buying," *Association for Consumer Research*, New Orleans, October 1990.

Shrum, L. J., Thomas C. O'Guinn, Richard J. Semenik & Ronald J. Faber "Processes and Effects in the Construction of Normative Consumer Beliefs: The Role of Television," paper presented at the annual conference of the *Association for Consumer Research*, New York, NY, October 1990.

O'Guinn, Thomas C. and Ronald J. Faber, "Methodological Considerations of the Clinical Depth Interview: Special Problems and Techniques," paper delivered at the Winter Conference of the *American Marketing Association*, St. Petersburg, 1989.

O'Guinn, Thomas C. and Ronald J. Faber, "Compulsive Consumption: Some Initial Findings from a Multi-Method Study," paper delivered at the Winter Conference of the *American Marketing Association*, San Diego, 1988.

O'Guinn, Thomas C., "The Cultivation of Consumer Mythology," paper delivered at the Winter Conference of the *American Marketing Association*, San Diego, 1988.

O'Guinn, Thomas C. "To Be Like Them: Selected Aspects of Star Worship Observed within Naturalistic Contexts," paper delivered at *Association for Consumer Research*, Boston, 1987.

O'Guinn, Thomas C. and Ronald J. Faber, "Purchasing Not Possessing: Aspects of Materialism and Compulsive Consumption," paper delivered at The Annual Convention of the *American Psychological Association*, New York, 1987.

O'Guinn, Thomas C., "Touching Greatness: Preliminary Findings," paper delivered at The Annual Convention of The *American Psychological Association*, New York, 1987.

O'Guinn, Thomas C. "The Marketing and Consumption of Religion," paper delivered at *American Marketing Association* Winter Conference, San Antonio, 1987.

O'Guinn, Thomas C., "Mass-Mediated Religious Events: Notes on the Odyssey Experience," paper delivered at *Association for Consumer Research*, Toronto, 1986.

O'Guinn, Thomas C. and Ronald J. Faber, "Movies and Consumer Culture," paper delivered at *Conference on Culture and Communication*, Philadelphia, 1986.

O'Guinn, Thomas C. "Movies and the Construction of Consumer Reality," paper delivered at *Association for Consumer Research*, Toronto, 1986.

O'Guinn, Thomas C. and Ronald J. Faber, "Media Selection for Ethnically Segmented Markets: Lessons from the Case of U.S. Hispanics," invited paper presented at the *Nikkei Research Institute*, Tokyo, 1985.

O'Guinn, Thomas C. Ronald J. Faber, and John A. McCarty, "Acculturation in the Marketplace: The Need for Role Relevant Acculturation Measures," paper presented at *American Marketing Association Educators Summer Conference*, Washington, D.C., 1985.

Faber, Ronald J., Timothy P. Meyer and Thomas C. O'Guinn, "Ethnic Perceptions and Preferences in Media Content," competitive paper presented at the *International Communication Association Annual Convention*, Honolulu, 1985.

O'Guinn, Thomas C., Ronald J. Faber and Timothy P. Meyer, "Heterogeneity and Ethnic Media Use: A Study of Spanish Language Preferences," paper delivered to the *International Communication Association*, San Francisco, 1984. (Top ten paper award)

Faber, Ronald J. and Thomas C. O'Guinn, "Texas Grape Growers" advertising management case in *Advertising Management: Cases and Concepts*, 2nd ed., Charles H. Patti and John H. Murphy (eds.), New York: John Wiley and Sons, 1983.

O'Guinn, Thomas C., "The Audience's Choice: First Run Movie Selection and Word of Mouth." paper presented to the *International Communication Association*, Minneapolis, 1981.

## **RESEARCH IN PROGRESS**

Erika Paulson and Thomas C. O'Guinn, "Social Disruption and Institutional Brand Response," for *Journal of Consumer Research*.

Thomas C. O'Guinn, Ahreum Maeng and Robin Tanner, "Automaticity in Social Class Identification and Consumer Judgment" for *Journal of Consumer Psychology*.

Thomas C. O'Guinn, John Pracejus and Erika Paulson, "The Objects of Desire: The Representation and Social Construction of Packaged Food: 1900-present."

## **BOOKS**

O'Guinn, Thomas C., Chris Allen, and Richard J. Semenik, *Advertising and Integrated Brand Promotion*, Cincinnati: Cengage, 6. ed. 2011.

## **TEACHING**

### **Courses**

Brand Management, MBA, Undergraduate  
Communication Management (Duke-MBA)  
Advertising Management (undergraduate, M.S. Advertising, and MBA)  
Advertising and Communication Theory (graduate seminar)  
Advertising Research (graduate seminar)  
Advertising and Society (undergraduate)



Communication Theory (undergraduate)  
Consumer Behavior (graduate seminar, MBA, and doctoral seminar)  
Institute of Communications Research Pro-Seminar (doctoral seminar)  
Social Influence and Advertising (doctoral seminar)  
Consumer Behavior on the World Wide Web (MBA Program-University of Innsbruck)

### **Executive Education and Corporate Seminars:**

Advertising Research Foundation, Burson Marsteller, Marketing Science Institute, American Association of Advertising Agencies, Nikkei Advertising Research Institute-Tokyo, Japan, Product Design and Manufacturer's Association Marketing Technology Center, Stockholm, Sweden,

## **SERVICE**

### **EDITORIAL BOARD SERVICE**

*Behavioral Marketing Abstracts*  
*Consumption, Markets and Culture*  
*Journal of Advertising*  
*Journal of Consumer Research*  
*Journal of Economic Psychology*  
*Marketing Letters*  
*Journal of Broadcasting and Electronic Media*  
*International Journal of Internet Marketing and Advertising*

### **AD HOC REVIEWER**

*Critical Studies in Mass Communication*  
*Human Communication Research*  
*Journal of the Academy of Marketing Sciences*  
*Journal of Advertising*  
*Journal of Business Research*  
*Journal of Consumer Psychology*  
*Journal of Consumer Research*  
*Journal of Economic Psychology*  
*Journal of Marketing*  
*Journal of Marketing and Public Policy*  
*Journal of Marketing Research*  
*Journal of Retailing*  
*Marketing Science Institute Dissertation Awards*  
*Personality and Social Psychology Bulletin*  
*Psychology and Marketing*

*Reserche et Applications en Marketing*  
*Research in Consumer Behavior*  
*Socio-Economic Planning Sciences*  
*Sociology Quarterly*

## **PROFESSIONAL SOCIETIES AND OFFICES**

American Academy of Advertising  
American Marketing Association  
Judge: Dissertation Competition  
Association for Consumer Research  
Advisory Board 1988-1991  
Program Committee 1993, 1994, 1996, 1998, 1999  
Officer Ballot Selection Committee  
Academic Director 2000-2003.  
Association for Education in Journalism and Mass Communication  
Association for Public Opinion Research  
Representative to *Journal of Consumer Research* Policy Board  
International Association for Research in Economic Psychology  
*Journal of Consumer Research*  
Policy Board *Journal of Consumer Research*  
Guest Associate Editor

## UNIVERSITY (Service of note)

University of Illinois UC Campus Promotion and Tenure (1996-1999)  
University of Illinois UIUC Campus Promotion and Tenure Appeals Committee  
Dean Search Committee

## Published Research Reported In or On (Among Other Outlets):

*The Chicago Tribune*  
*National Public Radio* ("Morning Addition")  
*The New York Times*  
*The Wall Street Journal*  
*Herald Tribune* (London)  
*WBEZ Chicago* (National)  
*Los Angeles Times*  
*Orange County Register*  
*ZDF* (Germany, Television)  
*The Irish Times* (Ireland)

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